

In the claims:

Presented below are the claims, as amended, with changes entered and not marked.

21. (New) A method comprising:  
receiving advertising information for an item along with a broadcast of a program;  
displaying an advertising mark for the item on a display along with a scene of the  
broadcasted program;  
displaying the received advertising information on the display upon selection of  
the advertising mark by a viewer; and  
storing the displayed advertising information upon selection by a viewer.

22. (New) The method of claim 21, further comprising storing advertising  
information for the item for a specified period of time after a corresponding broadcasted  
program ends.

23. (New) The method of claim 21, wherein storing comprises storing the  
displayed advertising information on a smart card.

24. (New) The method of claim 23, further comprising storing information on  
the smart card regarding an associated broadcast of a program in association with the  
displayed advertising information.

25. (New) The method of claim 23, wherein storing the displayed advertising  
information on the smart card comprises storing a coupon for the item on the smart card.

26. (New) The method of claim 21, further comprising, printing a coupon  
upon selection by a viewer and after displaying the received advertising information.

1 27. (New) The method of claim 21, wherein the displayed advertising mark  
2 comprises an indicator for a plurality of items for which advertising information is  
3 available, and wherein the indicator is representative of the item to which the indicator  
4 corresponds.

1 28. (New) The method of claim 27, further comprising storing a coupon for a  
2 selected one of the plurality of items on a smart card upon selection by a viewer.

1 29. (New) The method of claim 21, wherein the displayed advertising mark is  
2 superimposed over a broadcast of a program on the display.

1 30. (New) The method of claim 21, wherein the item is in the displayed scene  
2 and wherein the displayed advertising mark comprises an indicator of the item in the  
3 displayed scene.

1 31. (New) The method of claim 21, further comprising recalling the stored  
2 displayed advertising information and displaying it at a time that is different from a  
3 display time of a scene in which an advertised item appears.

1 32. (New) The method of claim 21, wherein displaying the advertising  
2 information comprises displaying the advertising information on a portion of the display  
3 along with the broadcast of a program.

1 33. (New) The method of claim 21, further comprising receiving a request  
2 from the viewer for electronically ordering the item using the advertising information.

1 34. (New) The method of claim 21, wherein the advertising information  
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the  
3 method further comprising storing a coupon portion of the displayed advertising  
4 information on a smart card only upon satisfaction of the condition precedent.

1 <sup>2</sup> 35. (New) The method of Claim 23, wherein the advertising information  
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the  
3 method further comprising reading a coupon portion of the displayed advertising  
4 information from the smart card only upon satisfaction of the condition precedent.

1 36. (New) A machine-readable medium having stored thereon data  
2 representing sequences of instructions which, when executed by a machine, cause the  
3 machine to perform operations comprising:  
4 receiving advertising information for an item along with a broadcast of a program;  
5 displaying an advertising mark for the item on a display along with a scene of the  
6 broadcasted program;  
7 displaying the received advertising information on the display upon selection of  
8 the advertising mark by a viewer; and  
9 storing the displayed advertising information upon selection by a viewer.

1 37. (New) The medium of claim 36, wherein the instructions further comprise  
2 instructions which, when executed by the machine, cause the machine to perform further  
3 operations comprising storing advertising information for the item for a specified period  
4 of time after a corresponding broadcasted program ends.

1 38. (New) The medium of claim 36, wherein the instructions further comprise  
2 instructions which, when executed by the machine, cause the machine to perform further  
3 operations comprising storing information on a smart card regarding an associated  
4 broadcast of a program in association with the displayed advertising information.

1 39. (New) The medium of claim 36, wherein the instructions for storing the  
2 displayed advertising information on the smart card comprise further instructions which,

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3 when executed by the machine, cause the machine to perform further operations  
4 comprising storing a coupon for the item on the smart card.

1 40. (New) The medium of claim 36, wherein the displayed advertising mark  
2 comprises an indicator for a plurality of items for which advertising information is  
3 available, and wherein the indicator is representative of the item to which the indicator  
4 corresponds.

1 41. (New) The medium of claim 36, wherein the displayed advertising mark is  
2 superimposed over a broadcast of a program on the display.

1 42. (New) The medium of claim 36, wherein the item is in the displayed scene  
2 and wherein the displayed advertising mark comprises an indicator of the item in the  
3 displayed scene.

1 43. (New) The medium of claim 36, wherein the instructions further comprise  
2 instructions which, when executed by the machine, cause the machine to perform further  
3 operations comprising recalling the stored displayed advertising information and  
4 displaying it at a time that is different from a display time of a scene in which an  
5 advertised item appears.

1 44. (New) The medium of claim 36, wherein the advertising information  
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the  
3 instructions further comprising instructions which, when executed by the machine, cause  
4 the machine to perform further operations comprising storing a coupon portion of the  
5 displayed advertising information on a smart card only upon satisfaction of the condition  
6 precedent.

1 45. (New) An apparatus comprising:

2 means for receiving advertising information for an item along with a broadcast of  
3 a program;

6 means for displaying the received advertising information on the display upon  
7 selection of the advertising mark by a viewer; and

1           46.     (New) The apparatus of claim 45, further comprising means for storing  
2     advertising information for the item for a specified period of time after a corresponding  
3     broadcasted program ends.

1           48.     (New) The apparatus of claim 45, further comprising means for storing a  
2     coupon for a selected one of a plurality of items on a smart card upon selection by a  
3     viewer.

1           50.     (New) The apparatus of claim 45, wherein the advertising information  
2     comprises a coupon that is redeemable upon satisfaction of a condition precedent, the

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3 apparatus further comprising means for storing a coupon portion of the displayed  
4 advertising information on a smart card only upon satisfaction of the condition precedent.

1 51. (New) The apparatus of Claim 45, wherein the advertising information  
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the  
3 apparatus further comprising means for storing a coupon for the item on a smart card and  
4 means for reading a coupon portion of the displayed advertising information from the  
5 smart card only upon satisfaction of the condition precedent.

1 52. (New) A receiver system comprising:  
2 a storage device having stored therein an advertising routine for the reception,  
3 display and storage of advertising marks and associated program broadcasts and  
4 a processor coupled to the storage device for executing the advertising routine by:  
5 receiving advertising information for an item along with a broadcast of a program;  
6 displaying an advertising mark for the item on a display along with a scene of the  
7 broadcasted program;  
8 displaying the received advertising information on the display upon selection of  
9 the advertising mark by a viewer; and  
10 storing the displayed advertising information upon selection by a viewer.

1 53. (New) The system of claim 52, wherein the processor further executes the  
2 routine by storing information on the smart card regarding an associated broadcast of a  
3 program in association with the displayed advertising information.

1 54. (New) The system of claim 52, wherein the processor further executes the  
2 routine by storing the displayed advertising information by storing a coupon for the item  
3 on a smart card.

1 <sup>Q2</sup> 55. (New) The system of claim 52, wherein the processor further executes the  
2 routine by printing a coupon upon selection by a viewer and after displaying the received  
3 advertising information.

1 56. (New) The system of claim 52, wherein the advertising information  
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, and  
3 wherein the processor further executes the routine by storing a coupon portion of the  
4 displayed advertising information on a smart card only upon satisfaction of the condition  
5 precedent.

1 57. (New) The system of Claim 52, wherein the advertising information  
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, and  
3 wherein the processor further executes the routine by reading a coupon portion of the  
4 displayed advertising information from the smart card only upon satisfaction of the  
5 condition precedent.

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